

**King, Valerie A.**

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**From:** Kimberly Prchal [Kimberly.Prchal@mdsps.com]  
**Sent:** Thursday, March 20, 2003 7:17 PM  
**To:** valerie.a.king@pmusa.com  
**Cc:** Emily Stice; martin.unverdorben@pmusa.com; Bettie.L.Nelson@pmusa.com; Hans-Juergen.Roethig@pmusa.com  
**Subject:** Series K Advertising  
  
**Sensitivity:** Confidential



2981 Ads.pdf  
Valerie,

Attached is a PDF file containing the print and radio advertising for the Series K study (AA02981).

These ads are considered to be general ads, not study specific. All general ads were previously approved by the IRB (October of 2002-2003) and PM legal. I do not think that we need further review or approval.

Please review and advise if all ads are acceptable.

Thanks  
Kim

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